

WHY DP MANAGEMENT SHOULD BE INTERESTED IN WP

Because Your Boss's Boss Is Interested.

Do you have any idea how many word processing machines there are in your company? One VP when asked that question guessed there might be a dozen or so. Actual count turned up more than 500. And at \$15,000 plus apiece that adds up to big company dollars already invested in WP hardware. And the problem's not half-solved! That's why your boss's boss is concerned. He's wondering if more and more WP machines is the only way to meet the

firm's growing WP requirements? Isn't there a way to put to use the computer resource the company already has to solve the WP problem? And that's where you come in.

Because Information Processing Is Your Job.

And WP is only part of that bigger picture—the one that you already manage and control. So it makes sense that a concerned management is asking its Information Processing group to get more involved. You've put computers to work to solve the number processing problem. Why not word processing, too?

Introducing: A Software Solution From Bowne.

There is an answer. And Bowne Information Systems can help you find it. We are the computer text software company. We have programmed IBM computers to function as word processing systems. More than 600 business offices use our software for all kinds of tasks—from preparing price lists, personalized letters and lengthy specifications to managing corporate memory and records.



Floppies?
Minis?
Shared Systems?
Stand-Alones?

Word Processing As A Data Processing Application.

Some firms have concluded that WP can be most cost effectively controlled and managed as a DP application. They have installed our Word/One interactive text processing software on their IBM 360/370 or IBM compatible computer. Running under OS or DOS/VS. Word/One gives them a powerful teleprocessing package, the most comprehensive text software yet developed. Through their own computer resource. Advanced text editing and formatting features. Extensive search and retrieval functions. Compatible with most terminals and WP machines. Interfacing with high speed ink-jet and laser printers and photo-composers.

Send for Free WP/DP Cost Study.

Frankly, Word/One isn't the answer for everyone. In fact, out of every 100 DP executives who read this ad, we will find just a few who have the requirement, the urgency, the imagination to approach WP as a DP application. Are you one of the few? Complete and mail this coupon and find out. We will send you FREE, our study, Economic Implications: WP As A DP Application. Or for faster answers, phone (212) 952-4400 and talk with Bernie Halligan, our manager of text software.

Write or call today.

Please send Report: Economic Implications: WP/DP
Mail to: Manager Text Software, Bowne Information Systems
160 Water Street, New York, NY 10038

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